

2 The Revised King County Logo

Stacked and Horizontal Logo



Smallest Size



Smallest Size

The Logo

The King County logo consists of the King County symbol, a crown surrounded by two different sized circles, and the text "King County". The symbol and text are combined to form two fixed arrangements, the stacked and the horizontal versions.

The stacked logo is designed for applications where a more formal and traditional arrangement is desired, such as in day-to-day communications. This version is generally the first choice to consider when representing King County. These day-to-day or business communications take the form of business cards, letterhead, memo, envelopes, notepads and press releases. In addition, the stacked logo is designed for applications in which horizontal space is limited or a vertical alignment is desired.

The horizontal logo was created for horizontal configurations where vertical space is limited and where readability at small scale is an issue. This configuration readily lends itself to the blending of agency information below the logo. A more detailed explanation regarding agency relationships to the logo appear in later sections.

Correct Use

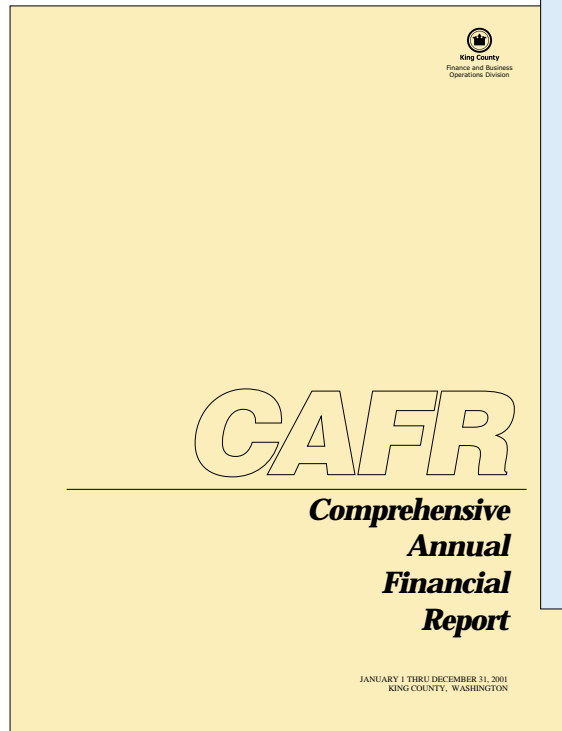
The King County logo must never be altered, redrawn or reproduced from secondary copies. The logo ***must always be reproduced from authorized electronic files or authorized reproduction-quality originals.*** The logo should not be rearranged, rotated, animated, shadowed or rendered in three-dimensional form. (See page 2.2 on incorrect uses of the logo).

Use of the Stacked Logo

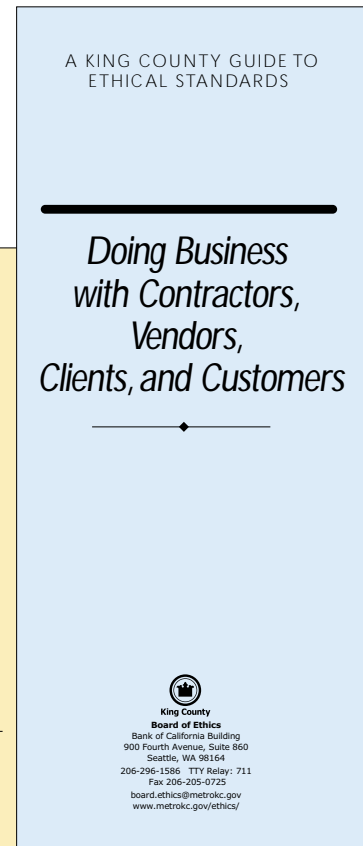
Vertical Areas



Report Covers




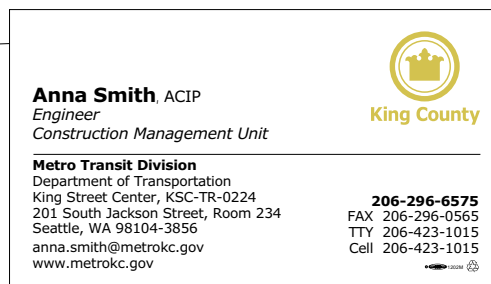
Brochures



Forms

Official Request for Records
 Alternative Format Upon Request


 Department of Executive Services
 Records, Elections and Licensing Services Division
Animal Control Services
 206-296-PETS (7387) TTY Relay: 711



Business Cards

Use of the Horizontal Logo

Horizontal Areas*Miscellaneous Publications***KING COUNTY SOLID WASTE DIVISION****Residential 206-296-4466**

For more info about:

- ¥ General Recycling Questions
- ¥ Wastemobile Locations
- ¥ Curbside/Multi-Family Recycling Questions

Toll Free: 1-800-325-6165 (ext. 64466)
 24hr recorded message: 206-296-6540
 E-mail: website.swd@metrokc.gov

Business 206-296-8800

For more info about:

- ¥ General Recycling Questions
- ¥ Education and Training
- ¥ Recycling Services Providers Database
- ¥ Quick Information
- ¥ Waste Reduction and Buying Recycled

E-mail: greenworks.swd@metrokc.gov
 Call your city recycling coordinator
 for local services

<http://dnr.metrokc.gov/swd>
 TTY: 711

Text Identities*Report Covers*

Land Acquisition Evaluation Report for the White River Corridor

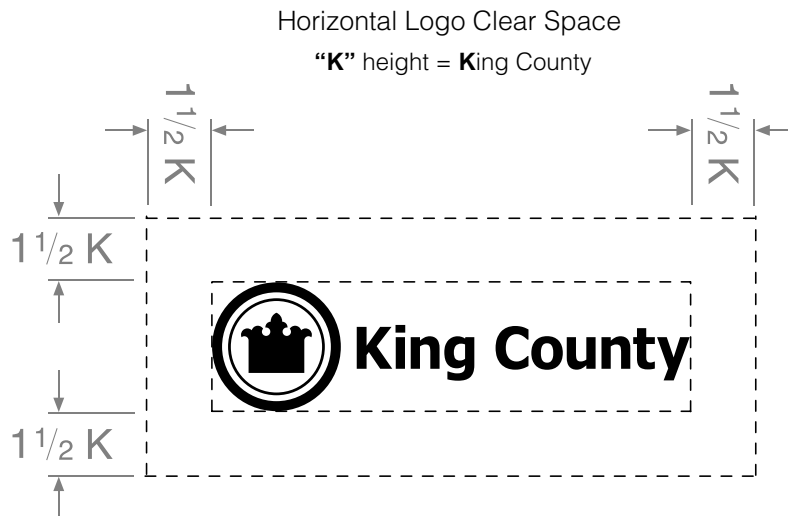
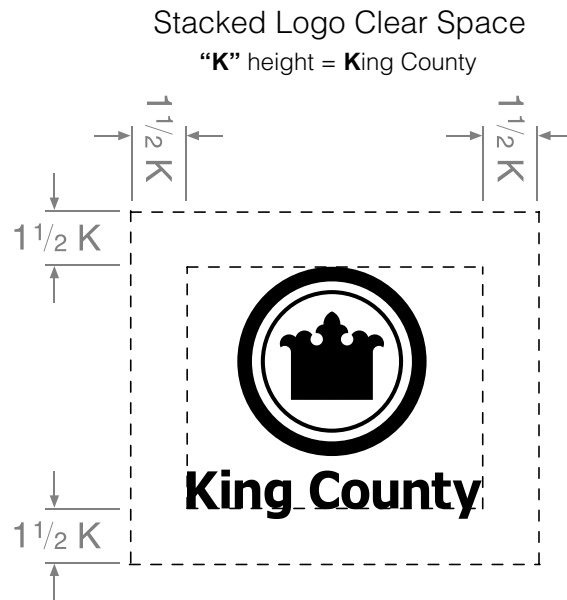
(River Mile 8.5 to 24.5) - Auburn to Buckley

*Miscellaneous Publications*

To Report Emergencies at Cedar Hills Landfill or
 any King County Solid Waste Transfer Station Call:

206-296-4490
 24 Hours A Day

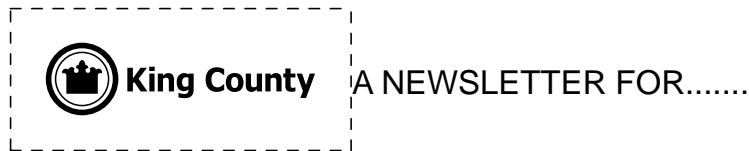
Stacked and Horizontal Logo

**Clear Space**

Both the stacked and horizontal King County logo must be isolated from other elements. A distance measuring at least one and one half letter “K” heights in all directions creates a neutral zone separating the logo from competing elements such as type, illustrations, graphic elements or other symbols or logos. Please see appropriate section for blending type with both stacked and horizontal logos.

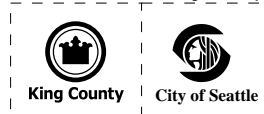
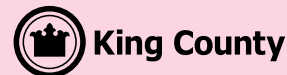
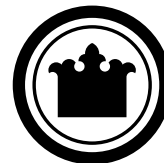
The logo should not be placed inside any other shape, such as an oval or square, combined with other symbols or graphic, or used within text or headlines. However it may be placed in a band at the top of the publication or web page, provided that the band meets the specifications for clear space and stretches across the entire width of the page. The band serves as a neutral protected area for the logo.

Correct Clearspace Examples

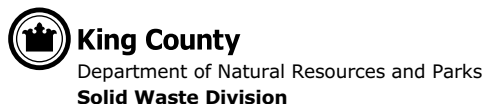
Used in a line of type*Text Identities*

Construction Works

Recognizing jobsites that recycle,
reduce waste and use recycled products

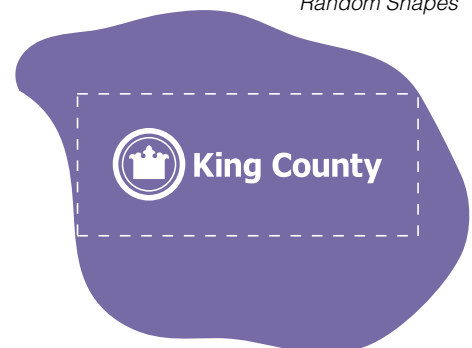
*Graphic Blocks**Text Areas*

King County

Publications

To Report Emergencies at Cedar Hills Landfill or
any King County Solid Waste Transfer Station Call:

206-296-4490
— 24 Hours A Day

Random Shapes

Exemptions

Text Identities



Agency Descriptions

**King County**

Department of Executive Services
Records, Elections and Licensing Services Division

Animal Control Services

206-296-PETS (7387) TTY Relay: 711

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Applies to Stacked and Horizontal

(The King County logo has been purposely used incorrectly in standards documentation for illustrative purposes only)

**King County**

Do not alter the sizes of the elements.

**King County**

Do not rotate or tilt the logo.

**King County**

Do not alter the relationship of logo elements.

**King County**

Do not alter the graphic elements of the logo.



Do not use the crown and circles separately without consulting with King County Graphics.

**King County**
BOWLING LEAGUE

Do not allow competing graphic elements or non-agency text to encroach on logo.

**King County**

Do not place logo on a distracting background pattern or use it as part of a background pattern.

**King County**

Do not distort or electronically alter the shape of the logo.



Do not place logo on a background that doesn't provide sufficient contrast.

**King County**

Do not copy a low resolution version of the logo from a website or a reproduced copy to use in a publication.



Do not isolate elements of the logo.

**King County**

Do not reproduce the logo in outline form.

**King County**

Do not use a drop shadow with the logo except in limited web use where a drop shadow may increase readability.

**King County**

Do not enclose the logo in another shape that affects the readability of the logo. For badges and patches provide proper clear space.

**King County**

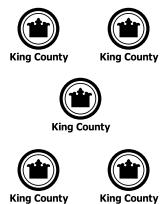
Do not create different color areas within the logo or color the text differently than the logo.

**King County**

Do not animate the logo or attempt to render it in three-dimensional form.

**King County**

Do not screen logo (make a percentage of a solid color).



Do not make a pattern or texture from the logos.

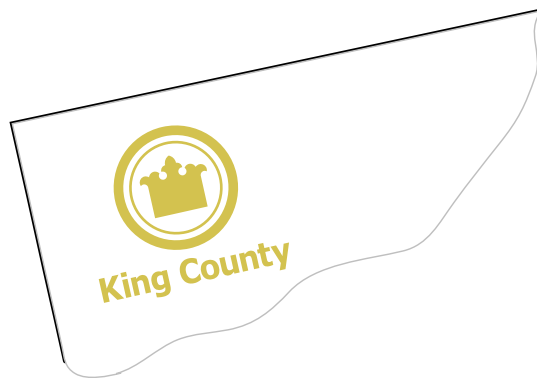


Do not use an old or obsolete logo.

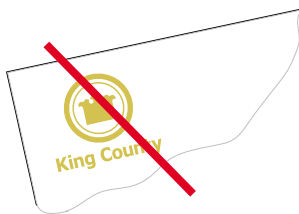


Smaller than minimum sizes or other distortions of the logo are used for illustrative purposes in standards documentation only.

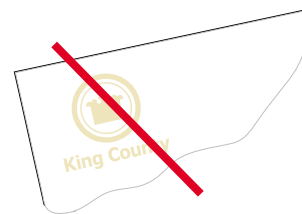
Logo in Gold



Gold is used only for letterhead, business cards, executive projects and in the King County/Metro bus logo.



Do not use
for general county communications.



Do not
screen gold.

Color Standards

In almost all visual presentations, the required colors used for display of the King County logo, are black or white (reversed out of a color or background). This applies to printing/lithography, silkscreening, embroidery, black and white and color laser printers, color plotters, faxes, digital photography, video and web use.

The traditional gold color (PMS110) is reserved for business cards, letterhead, and special projects. These projects are usually initiated by the Office of King County Executive and may include executive invitations, announcements or folders.

In addition, the color gold is used for the King County logo in the combination King County/Metro bus logo.

The logo rendered in gold foil stamping is permitted only for projects initiated by the Office of the King

County Executive. Gold foil No. MG-19 New Method Printing Co. or equivalent is the required color. Other metallic colors are not permitted.

The color gold as used in the King County logo, is not typically displayed in general county publications and electronic media. The additional costs and technical challenges of maintaining color accuracy across many visual mediums become prohibitive.

Agency descriptions, when used with the King County logo, follow the same color guidelines as the logo. The only exception occurs with letterhead and business cards where black type is used with a gold King County logo.

Embossing or debossing the logo is not permitted.

A watermark of the logo on official King County letterhead is an acceptable practice, but only under the supervision of King County Graphic Design and Production.

Black Only Printing
Logo in Black and White



Logo Plus Agency Description
100% Black



Good Contrast
Screen 20% or less



Good Contrast
Black over light paper color



Logo Plus Agency Description
White (reversed)



Good Contrast
Screen 60% or greater



Poor Contrast
Background screen too dark



Poor Contrast
Background screen too light



Do not use
Two tint combinations

Black plus One Color
Logo in Black and White



Good Contrast
Black on screen 20% or less



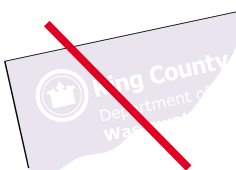
Good Contrast
Reverse out of darker colors



Good Contrast
Screen 60% or greater



Poor Contrast
Background screen too dark



Poor Contrast
Background screen too light



Do not use
Tint combinations

One or More Colors (other than black)

Logo in **Color** and White



Good Contrast
Logo printed in darkest color



Good Contrast
Logo over light paper color
or screen 20% or less



Good Contrast
Reverse out of solid colors



Good Contrast
Screen 60% or greater



Poor Contrast
Background screen too dark



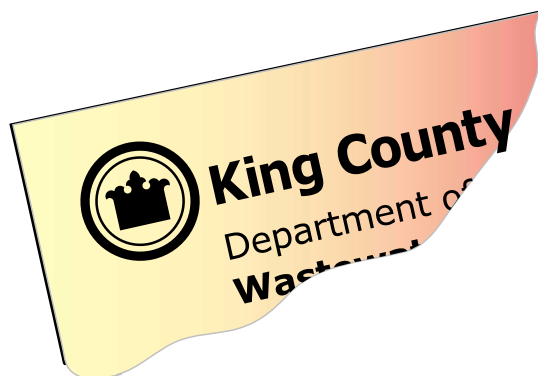
Poor Contrast
Background screen too light



Do Not Use
Tint combinations

Process Colors

Logo in Black and White



Good Contrast

Logo printed in lightest areas



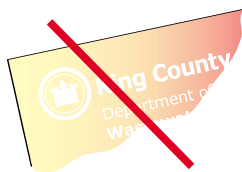
Good Contrast

Reverse out of darkest areas



Poor Contrast

Background screen too dark



Poor Contrast

Background screen too light



Do Not Use

two tint combinations

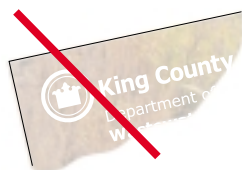
Photographic Images or Textured Backgrounds Logo in Black and White

**Good Contrast**

Black logo on light background

**Good Contrast**

Reversed logo on darkest background

**Poor Contrast**

Background too light

**Poor Contrast**

Background too dark

Providing Clear Identity

Many county publications use photographic images or textured backgrounds to help convey the message of the communication piece. Black or reversed King County logos may be placed over these types of images with the following recommendations:

- King County logos and/or agency descriptions must contrast sharply with the background to provide maximum readability. Choosing a reverse over a solid depends on the font used and coloring of the specific image. Placing a black logo in lighter areas and conversely, reversing a logo in darker areas, will generally supply maximum contrast.

- Avoid placing black or reversed logos in areas of medium value or minimum contrast. Avoid busy or distracting areas that compromise the strength of the logo.

Using Colored Papers and Backgrounds

When colored papers or backgrounds are used, it is acceptable for reverses to display in that color provided the rules of good contrast are followed.

Logo Placement on a Textured or Photographic Background

Placement for Maximum Contrast

